

120 West, LLC

SOCIAL EQUITY PLAN

Rule 7 (13) of the State of Michigan Marijuana Regulatory Agency's (MRA) Emergency Rules require applicants applying for a new Marihuana Establishment license under the Michigan Regulation and Taxation of Marihuana Act (MRTMA) to provide a social equity plan detailing a plan to promote and encourage participation in the marihuana industry by people from communities that have been disproportionately impacted by marihuana prohibition and enforcement and to positively impact those communities. In compliance with this requirement, 120 West, LLC submits the following Social Equity Plan.

Overview of Plan:

The applicant will develop implementation of goals, assessments, and best practices for this Social Equity Plan over the next year through employee training, community outreach and advertising employment and business opportunities, and developing hiring policies, community projects, and procedures that implement this Social equity Plan detailing how the applicant will positively impact communities and people that have been disproportionately impact by prohibition.

Given that the 120 West LLC application is for a Microbusiness license in the city of Laingsburg, County of Shiawassee and that said city is not one of the designated cities on the MRA's list of (https://www.michigan.gov/lara/0,4601,7-154-89334_79571_93535_93538-500313--,00.html) disproportionately impacted communities, the applicant will focus its efforts on residents of Shiawassee County in addition to any disproportionately impacted community within 60 miles of applicant's location in Laingsburg.

Social Equity Policy Goals: The applicant's goal is to positively impact people and communities that have been disproportionately impacted by prohibition generally and by municipalities identified specifically by the State of Michigan. For purposes of this plan, the focus will be on any such communities within 40 miles of its proposed location in Laingsburg, Michigan. The plan will focus on three main areas of emphasis as follows:

1. Employment Opportunity, Education and Job Training.

To the extent practical, except for persons with a conviction which involves trafficking marijuana to children and is not eligible for employment as restricted by Michigan law, the Applicant assuming all other employment factors are equal, will give priority for employment to people from the list of 41 identified impacted communities.

The applicant will establish public and internal educational resources through its website and handouts at its location identifying educational seminars that explain career advancement opportunities, business development assistance, and special training for individuals identified as residing in the impacted communities. This includes mentoring by professionals, industry

specific training, management training, peer support groups, and introductions to potential sources of capital.

The applicant will publicize through its website and have handouts available for public distribution at its place of business that explain the strict legal limitations on lawful use and possession of cannabis such as the 70 gram possession limit outside the home and the 12 plant growing limitation at a person's residence, laws against smoking in public places, and laws against any adult taking money or anything of value for giving another adult marijuana.

The applicant will publicize through its website and have handouts available for public distribution at its place of business and links to MRA's Social Equity webpage on how to use the significant license discounts and other assistance that the MRA's Social Equity provides to identified individuals.

The applicant will publicize through its website and have handouts available for public distribution at its place of business resources and education in safe and legal pesticide use, and energy efficient indoor cannabis horticulture practices and other related environmentally friendly procedures and products.

2. Substance Abuse and Health Awareness.

The applicant will publicize through its website and handouts available for public distribution at its place of business the dangers of vaping and substance abuse. Specific focus will be geared toward children and pregnant women. Applicant will offer assistance and direct attention to educational seminars of this nature to its local school district and school districts within communities that have been disproportionally impacted within a 40 mile range from its location in Laingsburg, Michigan.

3. Expungement Awareness

Except for persons with a conviction which involves trafficking marijuana to children as restricted by law, this effort will be focused on those having a marijuana-related conviction and Applicant will distribute forms and website resources to people who seek to have their prior marijuana records expunged but do not know how to take advantage of Michigan's expungement law.

For example, impacted people who are eligible can do their own expungement for a little more than \$100. People with one felony or two misdemeanor offenses can apply for expungement five years after they've completed their sentence or probation/parole. Expungement statistically leads to higher earnings and low recidivism rates, which benefits the impacted community, and resources like the included court forms will help people help themselves

Additionally:

- applicant will be generating a 10% excise tax that will partially go to local government programs and law enforcement in challenged communities, shared tax revenue which benefits people in the identified municipalities and the counties in which they are located.
- Applicant will be generating a 6% Sales taxes which support schools that represent the community's future and roads that are critical infrastructure for all identified impacted communities.

Execution of the Plan/Best Practices:

Initiating and Supporting Community Outreach programs designed to improve the ability to work and function in the community. Programs may include:

- a. Informational Mailings
- b. Sponsorship of Neighborhood Open Houses
- c. Participation in School Awareness Programs
- d. Development and Disbursement of Educational Materials
- e. Collaboration with Local Government and Law Enforcement
- f. Development of an In-House Education Curriculum
- g. Active and Information Social Media Platforms

As mentioned previously the applicant will distribute information in handouts and on its website as described above. Additionally, it will support Community Outreach programs designed to improve the ability to work and function in the community. Programs may include Appointment of Community Involvement Manager, Informational Mailings, Sponsorship of Neighborhood Open Houses, Participation in School Awareness Programs, Development and Disbursement of Educational Materials, Collaboration with Local Government and Law Enforcement, Development of an In-House Education Curriculum, Active and Information Social Media Platforms, and Discounted Medicine Programs. Applicant will accomplish these objectives by:

1. Establishing relationships with specific organizations that are diversity-focused for the purposes of:
 - a. Networking with their constituencies for employment purposes;
 - b. Providing information on employment opportunities;
 - c. Providing trainings or informational sessions for individuals falling into identified demographics on the marijuana industry.
2. Providing assistance to non-profits/charities whose mission includes improving the conditions of individuals and organizations located in Laingsburg, Shiawassee County and nearby communities that are one of the 41 selected disproportionately impacted communities.
3. Targeted non-profits/charities may include:

- a. Genesee, Shiawassee Thumb Michigan Works (<http://gstmiworks.org/>). This entity provides job training, hiring fairs that can train and employ people who have been disproportionately impacted by marijuana prohibition laws, specifically, the city of Flint in Genesee County.
- b. Shiawassee Health & Wellness (SHW) which has a trained staff in both mental health disorders and substance use disorder and a 24 hr hotline can provide immediate assistance to individuals needing help (<https://shiabewell.org/>).
- c. Shiawassee Economic Development Partnership (<http://sedpweb.org/>). This organization can assist minorities and those people who have been disproportionately impacted by marijuana prohibition laws by training how to start and maintain a successful business catering to the burgeoning marijuana industry.

Continued Improvement of Policy: Best Practices

The implementation will be a continually evolving process and will be based on education, training, and a commitment to social justice. This development will take place as companies share ideas and programs to promote social equity and positively impact communities that have been disproportionately impact by prohibition. Feedback and critical reflection on the policy best practices will be embraced by the applicant, and employee involvement will be the key to improving this policy by engaging in a company attitude of inclusion, team meetings that focus on exploring ways to better serve the impacted communities and individuals. The company intends to use both qualitative and quantitative measures that demonstrate the progress or success of the plan. To the extent practical, metrics will have an identified data source and method for tracking that data. Examples of metrics that may be used include the following:

1. Number of businesses that obtained training or assistance from the programs.
2. Number and types of jobs created in the adult-use cannabis industry in geographic areas of disproportionate impact.
4. Number of employees hired, retained, or promoted that come from disproportionately impacted areas.
5. Number and subject matter of trainings offered and performed, and to whom.
6. Specific financial data and/or employee hours showing donations to or investments in plan objectives.